

CLAIMS

What is claimed is:

Sub 817
of:

1. A method for providing information to a television viewer, comprising steps

transmitting a television signal such that a first area of a television monitor screen displays programs and advertisements, and a second area of the television monitor screen displays other information; and, optionally,

during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, displaying information in said second area for specifying an address of a location in a global data communication system where the advertiser can be contacted.

2. A method for providing information to a television viewer, comprising steps

of:

transmitting a television signal such that a first area of a television monitor screen displays programs and advertisements, and a second area of the television monitor screen displays other information; and

during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, displaying in said second area the other information for specifying a URL of the advertiser for enabling a viewer to contact the advertiser through the Internet.

3. A method as in claim 2, wherein the second area is displayed in the form of a stripe that runs across a lower portion of the television monitor screen.

4. A method as in claim 3, wherein the television monitor screen has a total height, and wherein the second area has a height that comprises about 12% of the total height.

5. A method as in claim 2, wherein during a time that the first area of the

television monitor screen is displaying a program, displaying textual information in said second area that is received from the Internet.

6. A method as in claim 2, and after transitioning from the time that the first area of the television monitor screen is displaying the advertisement to a time that the first area is displaying programming content, continuing to display said second area.

7. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area at least one other URL.

8. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area at least one promotional message from the advertiser.

9. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area a logo associated with the advertiser.

10. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, displaying in said second area a logo associated with a provider of the television signal.

11. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, displaying in said second area other information for identifying a provider of each of said plurality of products.

12. A method as in claim 2, wherein during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, displaying in said second area other information for identifying a URL of a provider of each of said plurality of products.

13. A method for displaying a commercial to a television viewer, comprising steps of:

transmitting a television signal such that a first area of a television monitor screen displays a commercial and such that a visually distinct stripe runs horizontally across the bottom of the television monitor screen, the stripe displaying information that is descriptive at least of an Internet address of a site that is related to goods or services depicted in the commercial; and

operating a device that provides Internet access to reach the site using the displayed information.

14. A method as in claim 13, wherein the television monitor screen has a total height, and wherein the stripe has a height that comprises about 12% of the total height.

15. A method as in claim 13, and further comprising steps of:

subsequently transmitting the television signal such that the first area of the television monitor screen displays programming content; and

displaying textual information in said stripe, the textual information being received from the Internet.

16. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being descriptive of an Internet address of another site that is also related to goods or services depicted in the commercial.

17. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being descriptive of at least one promotional message from an advertiser.

18. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being descriptive of a logo associated with an advertiser.

19. A method as in claim 13, wherein during the time that the first area of the

television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being descriptive of a logo associated with a provider of the television signal.

20. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, the commercial showing a plurality of products, displaying further information in said stripe, the further information being descriptive of a provider of each of said plurality of products.

21. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, the commercial showing a plurality of products, displaying further information in said stripe, the further information identifying a URL of a provider of each of said plurality of products.

22. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, changing at least once the content of at least some of the information displayed in said stripe.

23. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information comprising an identification of the advertiser, the identification being displayed such that it extends beyond a top border of said stripe into the first area.

24. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being selected at least in part as a function of a type of program with which the commercial appears.

25. A method as in claim 13, wherein during the time that the first area of the television monitor screen is displaying the commercial, displaying further information in said stripe, the further information being selected at least in part as a function of a type of viewing audience of a program with which the commercial appears.